

[First Last Name]

[City, State/Country] | [email@example.com] | [Phone Number] | [Portfolio URL or LinkedIn]

PROFESSIONAL SUMMARY

Results-driven **[Copywriter]** with [X+] years of experience crafting high-converting copy for [digital campaigns, websites, and brand storytelling]. Proven record of increasing engagement and conversions through data-informed messaging, A/B testing, and audience-centric narratives. Adept at collaborating with cross-functional teams to align voice and tone with brand strategy across multiple channels. Brings a blend of creativity, strategic thinking, and meticulous editing to deliver copy that drives measurable business outcomes.

PROFESSIONAL EXPERIENCE

[Senior Copywriter] | [Creative Agency Name]

[Month Year] – [Month Year or Present] | [City, State/Country]

- Led copy development for [multi-channel marketing campaigns] across [email, social, landing pages, and display ads], contributing to a [X% increase in click-through rates] and [Y% lift in conversion] for key client accounts.
- Collaborated with [designers, strategists, and performance marketers] to concept and execute [A/B tests] on headlines, calls-to-action, and messaging frameworks, using tools such as [Google Optimize / Optimizely] to refine copy based on performance data.
- Developed and maintained [brand voice and messaging guidelines] for [multiple B2B and B2C clients], ensuring consistency across [websites, sales collateral, video scripts, and paid media], while mentoring junior writers on tone, clarity, and storytelling.

[Copywriter] | [In-House Marketing Team or Company Name]

[Month Year] – [Month Year] | [City, State/Country]

- Wrote and optimized copy for [product pages, blog articles, email sequences, and in-app messaging], helping drive a [X% increase in organic traffic] and [Y% improvement in email open and click rates] over [Z months].
- Partnered with [SEO specialists] to conduct keyword research and integrate target phrases naturally into web and blog content, using tools like [SEMrush / Ahrefs / Google Keyword Planner] to support improved search rankings for priority topics.
- Conducted [customer and competitor research], translating insights into targeted value propositions, benefit-driven headlines, and clear calls-to-action that improved [lead quality] and reduced [bounce rates] on key landing pages.

EDUCATION

[Bachelor of Arts in Marketing / Communications / English] | [University Name]

[Month Year] – [Month Year] | [City, State/Country]

- Relevant coursework: [Copywriting], [Digital Marketing], [Brand Strategy], [Content Strategy], [Creative Writing].
- Activities: [Campus newspaper contributor / marketing club member / literary magazine editor] with focus on editorial standards and persuasive writing.

SKILLS

- **Copywriting & Content:** [Website copy], [landing pages], [email marketing], [social media copy], [ad copy], [product descriptions], [video and podcast scripts].
- **Strategy & Optimization:** [Brand voice development], [content strategy], [conversion-focused messaging], [A/B testing], [user journey mapping].
- **SEO & Analytics:** [On-page SEO], [keyword integration], [meta descriptions], [Google Analytics], [SEO tools such as SEMrush/Ahrefs].

- **Tools & Platforms:** [CMS platforms (WordPress, Webflow)], [email marketing tools (Mailchimp, HubSpot, Klaviyo)], [project management tools (Asana, Trello)], [collaboration tools (Google Workspace, Microsoft 365)].
- **Editing & Style:** [Proofreading], [AP/Chicago style familiarity], [fact-checking], [tone and clarity refinement], [style guide creation].
- **Soft Skills:** [Stakeholder communication], [creative collaboration], [time management], [adaptability], [attention to detail], [ability to interpret feedback constructively].

SELECTED PROJECTS

[E-commerce Conversion Copy Refresh] | [Client or Brand Name]

[Month Year] – [Month Year]

- Rewrote [homepage, product pages, and checkout flow] to emphasize benefits, reduce friction, and clarify value propositions, resulting in a reported [X% increase in add-to-cart rate] and [Y% uplift in overall revenue] over [Z months].

[Email Nurture & Launch Campaign] | [SaaS or Service Brand]

[Month Year] – [Month Year]

- Developed a [multi-email nurture sequence and product launch campaign], including subject lines, body copy, and CTAs tailored to segmented audiences, contributing to a [X% increase in trial sign-ups] and [Y% improvement in retention at 30 days].

[Brand Voice & Messaging Guide] | [Startup or Nonprofit]

[Month Year] – [Month Year]

- Created a comprehensive [brand voice, tone, and messaging framework], including audience personas, key messages, and do/don't examples, enabling consistent copy across [website, social media, email, and print] for internal teams and external partners.